

Salina, Kan. venue reports record biz for first half of '86

It was a record first half of 1986 for the 7,883-seat Bicentennial Center in Salina, Kan., with ticket sales up 90 percent from the same period last year.

Usage days increased about eight percent to 144 of a possible 181 for the first six months. Total admissions were up by 25 percent.

The building's cornerstone for success is repeat business. "Fortunately, in one sense, we are experiencing more and more conflicts that are forcing us to decline some bookings," said Manager Bill Harris. "We strive to make every event run perfectly and every client feel welcome," added Assistant Manager Mike Grimaldi.

In 1981, about 160 dates were on the books; this year, there are 320.

The IPRA Southern Region Championship Finals Rodeo will be coming in later this year. The Big Eight Women's Post-Season Basketball Tournament has moved to Bicentennial Center for 1987.

Since 1984, the building has spent about \$900,000 on improvements, including more paved parking lots, a new storage building, an addition with four team locker rooms, and two star dressing rooms. Restrooms were renovated and concessions stands have been remodeled. As for staging, a truss and rigging analysis was done, along with installing a divider curtain on the main floor.



HOT ATTRACTION — Ed Cohen, left, arena booker for the World Wrestling Federation (WWF), Greenwich, Conn., visited with John Holmes, manager of Barton Coliseum on the grounds of the Arkansas State Fair, Little Rock, during the convention of the International Assn. of Auditorium Managers in Edmonton, Alta., this summer. The WWF has notched attendance records at many of its venues since then, including an all-time one-night wrestling event turnout of 64,672 on Aug. 28 at Exhibition Stadium, Toronto, Ont., during the Canadian National Exhibition. Holmes is also manager of the Arkansas State Fair & Livestock Show, which runs Sept. 26-Oct. 5 this year. (AB Photo)

New policy at Capital Centre bans smoking in all seating areas

Capital Centre, Landover, Md., was to institute a new policy on Sept. 20 banning smoking in all seating areas, according to President Jerry Sachs.

First event affected was to be a Washington Capitals pre-season hockey game scheduled that evening.

"We have fielded numerous complaints from patrons in the past about persons smoking in the arena," said Sachs. "What we are saying with this new policy is for the smoker to consider the comfort of those patrons who choose not to smoke and for those persons wishing to light up to do so on the concourse area only."

In the past, the building has requested that patrons smoke on the concourse level only; the new policy prohibits smoking in the arena area altogether. Patrons who elect to smoke in seating areas, including portal boxes, will be asked to smoke on the concourse.

This policy does not affect persons occupying loges and skybox suites.

'Hulkamania' turnout at CNE largest in pro wrestling history

"Hulkamania" reigned supreme Aug. 28 at Toronto's Exhibition Stadium, when a World Wrestling Federation (WWF) card at the Canadian National Exhibition drew 64,672 persons — the largest crowd in professional wrestling history.

The bill, which featured WWF heavyweight champion Hulk Hogan defending his belt against former tag-team partner Paul (Mr. Wonderful) Orndorff, surpassed the previous mark, set in 1980 at New York's Shea Stadium, by more than 15,000 patrons.

The CNE bonanza capped a remarkable string of five sellouts in as many days at major venues in the East, which commenced with 19,000 on Aug. 24 at the Capital Centre, Landover, Md.

Also included in the streak were full houses of 20,110 at Madison Square Garden, New York City, (25); 12,297 at the Providence (R.I.) Civic Center (26); and 16,029 at the Hartford (Conn.) Civic Center (27). The totals at Providence and Hartford were house records for WWF events.

The Greenwich, Conn.-based wres-

ling empire has also announced that WrestleMania 3, its annual pay-per-view and closed-circuit extravaganza, will be presented next March 29. Negotiations are currently in progress for the venues which will host the matches.

WrestleMania 2, held in April, originated from New York, Chicago and Los Angeles and notched a live viewing audience of more than one million, making it the most successful event ever in closed-circuit/pay-per-view history.

It was broadcast to more than 200 closed-circuit venues as well as a pay-per-view cable universe which included more than four million households. Out of that latter market, a national buy rate of 10 percent was attained.

The video cassettes of WrestleMania 2 and the original WrestleMania (March 1985) have both reached platinum status by selling more than 60,000 units. The Toronto event will soon be available on cassette, distributed by Coliseum Video.

MCA Inc. to lease Denver amphitheater...

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Universal City, Calif., also an MCA property. Bension is a Group vice president.

No decisions have been made regarding a food or merchandise concessionaire, nor have seats or staging been purchased. MCA has hired The Blurock Partnership, Newport Beach, Calif., as architects to modify the site, Bension said. That firm also designed the Shoreline Amphitheatre, Mountain View, Calif., which is operated by Bill Graham Presents, San Francisco, and Pacific Amphitheatre, Costa Mesa, Calif., operated by the Nederlander Organization.

Bension said the goal is to stage 25-35 concerts at Fiddlers Green the first season. It is scheduled to open in mid-May, 1987.

The investment will build upon existing improvements. "I have a hole in the ground, restrooms, grass, an amphitheater which has won awards, roads, electrical and plumbing," he noted. From there, he needs seating, box office, concessions stands and a new stage house.

The site is located within an office park called Greenwood Plaza, "15 minutes from downtown Denver and in the opposite direction from Red Rocks," referring to another amphitheater in Denver. There will be no noise problems since it is not in a residential area, Bension said. He added that zoning and permits are in place.

Parking exists for the office complex, which can be used for the amphitheater at night. There are spaces for 5,000 cars within half a mile, Bension said. Parking is free.

Annual BOMI confab set for San Antonio

"Deep in the Heart of Tickets," the eighth annual Box Office Management International (BOMI) conference and exhibition, is set for Jan. 27-30, 1987, at the San Antonio (Texas) Marriott Riverwalk.

More than 700 international delegates and visitors are expected to attend. San Antonio Mayor Henry Cisneros will be the featured speaker.

A cocktail party is planned on the opening evening of the event. The trade show will be held at San Antonio Convention Center.

and is controlled by landowners of the office park. An additional charge for the service will be included in the ticket price, he said.

The amphitheater land has been deeded to the non-profit museum, which was established in 1983, Bension continued. Improvements will become the property of the museum at the end of the lease agreement. He preferred not to discuss the financial arrangements.

An on-site management team has not been selected. Bension, Jay Marciano and Larry Vallon, principals in the MCA group, are key management. It has not been decided whether outside promoters will be allowed to use the facility, Bension continued. Feyline Presents is the primary promoter in the market today. "The market is large enough for more than one promoter," Bension said.

MCA Inc.'s only other concert facility is Universal Amphitheatre. The MCA Music Entertainment Group also includes Facility Merchandising Inc. (FMI), a third-party merchandiser, and Frontline Management, a talent agency, two recent acquisitions, as well as the record company. Concessions at Universal Amphitheatre are operated in-house.

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